



AppAssist[®] Call Center

Agent/Broker Tips





AppAssist[®] Benefits

- Transfers the administrative burden to the carrier, allowing the agent/broker more time to sell & meet with prospective clients
- Results in:
 - 97% Formal Applications Received
 - 6 Days from Completed Interview to Submit (including Non-VSIG)
 - 35 Days from Submit to Issue
 - 74% Placement Ratio (74%)
 - 73% Issued as applied for or with a better ratio





AppAssist[®] Guidelines

- Available for term products only (10, 15, 20 and 30 year)
- Face amount limits

<u>Issue Age</u>	<u>Coverage Amount</u>
▪ 20 - 70	Up to \$5 million
▪ >71	Up to \$500,000
- \$50,000 minimum face amount
- Coverage is not binding/conditional
- Agent/broker must be licensed before submitting a RLI





AppAssist[®] Interview Process

- Interviews take approximately 30-35 minutes to complete. However, if a client has a complicated medical history it can take longer.





AppAssist[®] Interview Process

- Clients will be asked for:
 - Personal information and detailed medical questions dating back 10 years (name of physicians, hospitals, dates of treatment, etc.).
 - Driver's License numbers, name of existing life insurance carriers (including policy number, face amount, issue year & beneficiary name), and any prescriptions or medications within the last 5 years.
 - Personal/Business Financial information based on face amount.





AppAssist[®] Interview Process

- The Call Center will make contact with the applicant on the date/time selected or within 2hrs in case there are several interviews scheduled for the same date/time.
 - Previously rescheduled calls will take priority over New requests
- The Call Center will leave up to 5 voicemail messages & make 7 attempts with a busy signal or no answer.





AppAssist[®] Case Management

- The Call Center will obtain any and all missing information directly from the client
- We will make up to 6 attempts to reach the client by phone, mail, or email for additional information
 - Example: MVR is rejected-we'll verify DL info
 - Example: Applicant was referred to another physician, per the APS & didn't disclose during the interview-we'll contact PI and re-question





AppAssist[®] Policy Issue

- If a policy is issued as applied for or if the client receives a better rating, it may be mailed directly to the client.
- If the policy is issued with a higher rating than applied for, it is mailed to the General Agency and Banner/William Penn will send a secure email containing the medical records (APS, lab results, etc) for review.





AppAssist[®] Delivery

- If a policy is mailed directly to the client and the outstanding delivery requirements have not been received within 14 days, the Call Center will follow up with the client to offer assistance.





Thank You!



This presentation is not intended for publication or public distribution. Policy descriptions provided here are not a statement of contract.

The Request for Life Insurance Interview (RLI) is not an application for life insurance coverage. Signing or completing the RLI form will in no way serve to create or commence life insurance coverage. Signing or completing the RLI form does NOT mean that coverage is effective. Credit card information is for administrative convenience only. Providing credit card information does not bind, commence, or create life insurance coverage. Any application for life insurance coverage will be subject to underwriting qualification by Banner Life Insurance Company or William Penn Life Insurance Company of New York. Coverage will become effective only if an application is completed in accordance with the terms of the application or Conditional Receipt, if issued.

All forms shown are available on the Banner Life Insurance Company or William Penn Life Insurance Company of New York website in the AppAssist forms section.

OPTerm policy form #RT-97. Underwritten and issued by Banner Life Insurance Company, Rockville, MD. Not available in all states. Banner Life is not licensed in New York state and does not solicit business there.

Penn Term policy form #T-RC-IP/97. Underwritten and issued by William Penn Life Insurance Company of New York, Garden City, NY. Available only in New York state.

Premiums quoted include \$60 annual policy fee. Premiums are guaranteed to stay level for 10,15, 20 or 30 years, respectively, and increase annually after initial guaranteed period. Term policies can be issued in preferred plus non-tobacco, preferred non-tobacco, standard plus non-tobacco, standard non-tobacco, preferred tobacco and standard tobacco classes.

Policies can be returned without obligation within 20 days of receipt in most states. Two-year contestability and suicide provisions apply. (06.09) LAA 1519 09-142